

July 6, 2022

The Asst. Vice President
Listing Department
National Stock Exchange of India Ltd.
Mumbai – 400 051
NSE Symbol: INDUSINDBK

The Deputy General Manager
Corporate Relationship Dept.
BSE Ltd.
Mumbai – 400 001
BSE Scrip Code: 532187

Madam / Dear Sir,

IndusInd Bank partners with MoEngage to deliver a differentiated digital experience for its customers

IndusInd Bank today announced a strategic partnership with MoEngage, the insights-led customer engagement platform to deliver a differentiated digital experience across multiple customer journeys.

As part of the partnership, IndusInd Bank will leverage Mengele's technology platform to deliver 'Gen Z' digital banking experience to its customers. The Bank will be able to curate personalized content and recommendations across channels where the customers spend most of their time.

In this connection, our Bank will issue a Press Release today. A copy of the same is enclosed for your kind perusal and record. A copy shall also be uploaded on the Bank's website at www.indusind.com.

Yours faithfully,
For IndusInd Bank Limited



Anand Kumar Das
Deputy Company Secretary



IndusInd Bank partners with MoEngage to deliver a differentiated digital experience for its customers

Bangalore, India, 06th July 2022: IndusInd Bank today announced a strategic partnership with MoEngage, the insights-led customer engagement platform to deliver a differentiated digital experience across multiple customer journeys.

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Charu Mathur, Head – Digital Banking & Strategy, IndusInd Bank said, "IndusInd Bank has always been at the helm of driving responsive innovation; with this factor at the core, we have on-boarded MoEngage as it has the ability to drive personalization through real-time and actionable insights. This novel and unique insights-led approach gives the Bank the ability to engage with its customer meaningfully while cutting down the time to market to half compared to other customer engagement platforms."

Soumitra Sen, Head - Consumer Banking & Marketing, IndusInd Bank added "IndusInd Bank's engagement with MoEngage is designed to achieve strategic outcomes that support our vision of being the most preferred Bank for our customers by providing relevant and personalized financial recommendations. With the change in lifestyle, we have observed a substantial change in digital banking expectations and we as a Bank are poised to deliver a rich experience that our customers deserve."

"With the growing importance of millennials and Gen Z customers, we are seeing financial institutions steer their focus towards them by developing differentiated digital engagement strategies", **Yash Reddy, Chief Business Officer (APAC & EMEA), MoEngage.** "We are excited to partner with IndusInd Bank and look forward to using our deep banking industry knowledge and digital capabilities to support IndusInd Bank in their ongoing journey to deliver highly personalised and seamless experiences across all digital touchpoints."

About MoEngage

MoEngage is an insights-led customer engagement platform, trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, Travelodge, and more. MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in ten countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures.

To learn more, visit www.moengage.com



About IndusInd Bank

IndusInd Bank, which commenced operations in 1994, caters to the needs of both consumer and corporate customers. Its technology platform supports multi-channel delivery capabilities. As on March 31, 2022, IndusInd Bank has 2,265 Branches / Banking Outlet and 2,767 ATMs spread across 776 geographical locations of the country. The Bank also has representative offices in London, Dubai and Abu Dhabi. The Bank believes in driving its business through technology. It enjoys clearing bank status for both major stock exchanges - BSE and NSE - and major commodity exchanges in the country, including MCX, NCDEX and NMCE. IndusInd Bank was included in the NIFTY 50 benchmark index on April 1, 2013.

RATINGS

Domestic Ratings:

- CRISIL AA + for Infrastructure Bonds programme
- CRISIL AA for Additional Tier I Bonds programme
- CRISIL A1+ for certificate of deposit programme / short term FD programme
- IND AA+ for Senior bonds programme by India Ratings and Research
- IND AA for Additional Tier I Bonds programme by India Ratings and Research
- IND A1+ for Short Term Debt Instruments by India Ratings and Research

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